

## **IN THE CLAIMS**

### **Amendments to the Claims**

**This listing of claims will replace all prior versions, and listings, of the claims:**

1. (Previously Presented) A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site with a graphical user interface, comprising the steps of:

providing members access to a co-branded Internet site including the graphical user interface of the Internet service provider accessed through the Internet service site and one or more links to the Internet shopping site of the retailer; and

providing members of the co-branded Internet site with incentives to access and shop on the Internet shopping site of the retailer through the co-branded Internet site;

wherein providing members incentives comprises providing the members with a discount on subscription fees for access to the co-branded Internet site based upon a quantity of merchandise purchased from the retailer.

2. (Original) The method of claim 1 wherein providing the co-branded Internet site includes providing a link to the Internet shopping site on all pages of the Internet service site.

3. (Original) The method of claim 1 comprising providing the link to the Internet shopping site with icons comprising one or more trademark logos of the retailer.

4. (Previously Presented) The method of claim 1 wherein the graphical user interface of the co-branded Internet site includes a tool bar; and the method further comprises locating a link to the Internet shopping site on the tool bar.

**Amendment and Response under 37 C.F.R. 1.116**

Applicant: Gerald Storch et al.

Serial No.: 09/865,893

Filed: May 25, 2001

Docket No.: T634.112.101

Title: CO-BRANDED INTERNET SERVICE PROVIDER AND RETAILER INTERNET SERVICE SITE WITH RETAILER-OFFERED INCENTIVES FOR MEMBER USE

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5. (Original) The method of claim 1 wherein providing members incentives includes providing the members with a discount on merchandise purchased on the Internet shopping site accessed through the co-branded Internet site.
6. (Previously Presented) The method of claim 1 wherein providing members incentives comprises providing members with access to advertising circular content for the Internet shopping site through the co-branded Internet site before corresponding printed advertising circulars are distributed.
7. (Previously Presented) The method of claim 1 wherein providing members incentives comprises providing members with notice of store-based clearances, promotional events and/or special events through the co-branded Internet site before publishing notices for such special events to non-members.
8. (Canceled)
9. (Canceled)
10. (Previously Presented) The method of claim 1 wherein the retailer operates retail stores and the method further comprises distributing software for the co-branded Internet site at the retail stores.
11. (Original) The method of claim 1 comprising distributing software for the co-branded Internet site on the Internet shopping site.
12. (Original) The method of claim 1 comprising distributing software for the co-branded Internet site on the Internet service site of the Internet service provider.

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13. (Previously Presented) The method of claim 1 comprising co-branding software for accessing the co-branded Internet site with designations of the retailer and the Internet service provider.

14. (Previously Presented) The method of claim 1 comprising co-branding software for accessing the co-branded Internet site.

15. (Previously Presented) The method of claim 1 comprising advertising the co-branded Internet site on the Internet service site of the Internet service provider.

16. (Previously Presented) The method of claim 1 comprising:  
providing the co-branded Internet site with a tool bar having a link to a menu list of a member's regularly used links; and  
including an icon on the tool bar that is linked to the Internet shopping site.

17. (Previously Presented) The method of claim 16 wherein the icon comprises one or more logos of the retailer.

18. (Original) The method of claim 1 comprising providing the co-branded Internet site with retailer channel links to ISP channel page content of interest to one or more demographic groups of members.

19. (Original) The method of claim 1 comprising providing the Internet shopping site with retailer channel links to ISP channel page content of interest to one or more demographic groups of members.

20. (Original) The method of claim 19 comprising providing the Internet shopping site with retailer channel links to non-ISP channel page content.

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21. (Previously Presented) The method of claim 1 wherein the co-branded Internet site includes a link to an application for a proprietary credit card issued by the retailer.

22. (Previously Presented) The method of claim 1 comprising providing the co-branded Internet site with links to departments within stores operated by the retailer.

23. (Original) The method of claim 22 wherein the links to the departments at the stores include order requests.

24. (Original) The method of claim 1 comprising providing the co-branded Internet site with links to affiliates of the retailer.

25-29. (Canceled)

30. (New) A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site, comprising the steps of:

establishing a co-branded Internet site accessible through the Internet service site of the Internet service provider, the co-branded Internet site comprising designations of both the retailer and the Internet service provider, the co-branded Internet site including one or more links to the Internet shopping site of the retailer, wherein the Internet service provider offers a news channel featuring news articles of interest to a demographic group of members;

distributing at retailer locations client software for accessing the co-branded Internet site;

providing members of the co-branded Internet site with incentives to access and shop on the Internet shopping site of the retailer through the co-branded Internet site; and

providing to members a link to a news article and a link to a page on the Internet shopping site offering for sale a product featured in the news article.

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31. (New) A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site with a graphical user interface, comprising the steps of:

providing members access to a co-branded Internet site including the graphical user interface of the Internet service provider accessed through the Internet service site and one or more links to the Internet shopping site of the retailer; and

providing members of the co-branded Internet site with incentives to access and shop on the Internet shopping site of the retailer through the co-branded Internet site;

wherein providing members incentives comprises providing the members with a discount on subscription fees for access to the co-branded Internet site based upon a quantity of merchandise purchased from the retailer through the co-branded Internet site.

32. (New) A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site with a graphical user interface, comprising the steps of:

providing members access to a co-branded Internet site including the graphical user interface of the Internet service provider accessed through the Internet service site and one or more links to the Internet shopping site of the retailer; and

providing members of the co-branded Internet site with incentives to access and shop on the Internet shopping site of the retailer through the co-branded Internet site;

wherein providing members incentives comprises providing the members with a discount on subscription fees for access to the co-branded Internet site based upon a quantity of merchandise purchased from the retailer, and further providing the members with a discount on merchandise purchased on the Internet shopping site accessed through the co-branded Internet site, wherein a rate of the merchandise discount and a period of time over which the merchandise discount is available varies on the basis of the length of a member's subscription to the Internet service provider.